



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

[Handwritten Signature]

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/783,410	02/14/2001	Reiner Kraft	ARC920000105US1	4675

7590 09/25/2003

Samuel A. Kassatly
6819 Trinidad Drive
San Jose, CA 95120

[REDACTED] EXAMINER

JASMIN, LYNDA C

ART UNIT	PAPER NUMBER
3627	

DATE MAILED: 09/25/2003

Please find below and/or attached an Office communication concerning this application or proceeding.

SW

Office Action Summary	Application No.	Applicant(s)
	09/783,410	KRAFT ET AL.
	Examiner	Art Unit
	Lynda Jasmin	3627

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on 14 February 2001.
- 2a) This action is **FINAL**. 2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1-20 is/are pending in the application.
 - 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) Claim(s) _____ is/are allowed.
- 6) Claim(s) 1-20 is/are rejected.
- 7) Claim(s) _____ is/are objected to.
- 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on 14 February 2001 is/are: a) accepted or b) objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- 11) The proposed drawing correction filed on _____ is: a) approved b) disapproved by the Examiner.

If approved, corrected drawings are required in reply to this Office action.
- 12) The oath or declaration is objected to by the Examiner.

Priority under 35 U.S.C. §§ 119 and 120

- 13) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- * See the attached detailed Office action for a list of the certified copies not received.
- 14) Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application).
 - a) The translation of the foreign language provisional application has been received.
- 15) Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121.

Attachment(s)

- | | |
|--|--|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) Paper No(s). _____ . |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO-1449) Paper No(s) <u>2</u> . | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Claim Objections

1. Claim 4 is objected to because of the following informalities: the term "and" before the term "one" should be deleted. Appropriate correction is required.

Claim Rejections - 35 USC § 102

2. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

3. Claims 1-20 are rejected under 35 U.S.C. 102(e) as being anticipated by Smith et al. (2002/0010625 A1).

Smith et al. discloses a system and method of providing a shopping proposal that enhances a merchant's existing database system and the computer program as claimed with the steps of: analyzing a catalog of items in the existing database system based on a set of predefined rules (via online catalog of products see box [0047]), to determine which of the items in the catalog are related to other items in the catalog (via lists of related products on product detail pages), and to define a new set of relations between the catalog items (via storing in a table that maps items to sets of similar items), applying the new set of relations to the existing database system (via item relationships

determined using a content-based analysis) to update the database system by providing new associations of the items in the database system (list of items that are "known" to be of interest to the user (box [0052], lines 9-27), and offering automated, dynamic, and personalized shopping advice to the shopper based on a shopper query (via generating recommendation that are specific to a particular shopping cart based solely), by retrieving links to items from the database system that have been related by the new associations .

Smith et al. further discloses analyzing the catalog of items in the existing database system is based on a set of predefined rules for a given line of items (such as books), defining the new set of relations includes defining a set of properties for the catalog items (box [0052], lines 1-9) by defining groups or categories of products. Smith et al. also discloses applying the new set of relations includes assembling catalog items based on a set of predefined rules that is independent of the merchant's industry (based on passed purchases or community of users viewing history), and applying the new set of relations further includes using an intermediate format to list items that have been related by the new associations (via item-to-item mappings as illustrated in Figure 1). Smith et al. further discloses the steps of using additional information available during a shopping session (via shopper's browsing history or previous purchases). Smith et al. further discloses a finder module (via application 50) and a response creation module (table generation processes 66).

Conclusion

4. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. Wong et al., Beall et al., Sachs, Jacobi et al. Lieu et al. Rajaraman et al., Jammes et al., Ortega et al. are cited for disclosing catalog of plurality of items classified by groups information and products information.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Lynda Jasmin whose telephone number is (703) 305-0465. The examiner can normally be reached on Monday- Friday (8:00-5:30) alternate Fridays off.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Robert P Olszewski can be reached on (703) 308-5183. The fax phone number for the organization where this application or proceeding is assigned is (703) 872-9306.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is 308-1113.

Lynda Jasmin
Lynda Jasmin
Examiner
Art Unit 3627
9/22/03

Ij